

Section I:
AMENDMENT UNDER 37 CFR §1.121 to the
CLAIMS

Please amend the claims as shown:

1. (currently amended) A method for dynamically generating targeted electronic advertisements comprising the steps of:

providing two or more data object repositories, said data object repositories containing a plurality of data objects indexed to target audience characteristics, at least one of said repositories containing depictions of a plurality of human models indexed by demographic characteristics of the human models;

selecting two or more data objects from said data object repositories based upon a given set of instant user characteristics, at least one of said selected data objects comprising a depiction of a human model having matching demographic characteristics;

producing a composite advertisement object by combining said selected data objects to render a single advertisement data object; and

providing for consumption said composite advertisement object to [[a to]] said instant user.

2. (currently amended) The method as set forth in Claim 1 wherein said step of selecting further comprises pseudo-randomly selecting a data object providing two or more data object repositories comprises providing a human model repository.

3. (currently amended) The method as set forth in Claim [[2]] 1 wherein said ~~step of providing a~~ human model depictions comprise depictions repository is selected from the group consisting of providing a still graphic image repository, providing a video clip repository, and providing an audio clip repository.

4. (original) The method as set forth in Claim 1 wherein said step of providing two or more data object repositories comprises providing an advertising message repository.

5. (original) The method as set forth in Claim 4 wherein said step of providing an advertising message repository is selected from the group consisting of providing a still graphic image repository, providing a video clip repository, providing a web page repository, and providing an audio clip repository.

6. (original) The method as set forth in Claim 1 wherein said step of selecting two or more data objects from said data object repositories based upon a given set of instant user characteristics comprises selecting data objects based upon instant user demographic factors.
7. (original) The method as set forth in Claim 1 wherein said step of selecting two or more data objects from said data object repositories based upon a given set of instant user characteristics comprises selecting data objects based upon historical advertising effectiveness trend data.
8. (original) The method as set forth in Claim 1 wherein said step of producing a composite advertisement object is selected from the group consisting of overlaying one still graphic image data object over another, merging a video clip with an audio clip, and merging a plurality of video clips.
9. (original) The method as set forth in Claim 1 wherein said step of providing for consumption a composite advertisement object to an instant user is selected from the group consisting of transmitting said composite advertisement object over a computer network, displaying said composite advertisement, and playing said composite advertisement.
10. (original) The method as set forth in Claim 7 further comprising a step of updating said historical advertising effectiveness trend data according to subsequent instant user selection of options related to said composite advertisement object.

11. (currently amended) A computer readable medium encoded with software for dynamically generating targeted electronic advertisements comprising, said software when executed causing a computer to perform the steps of:

provide two or more data object repositories, said data object repositories containing a plurality of data objects indexed to target audience characteristics, at least one of said repositories containing depictions of a plurality of human models indexed by demographic characteristics of the human models;

select two or more data objects from said data object repositories based upon a given set of instant user characteristics, at least one of said selected data objects comprising a depiction of a human model having matching demographic characteristics;

produce a composite advertisement object by combining said selected data objects to render a single advertisement data object; and

provide for consumption said composite advertisement object to [[a to]] said instant user.

12. (currently amended) The computer readable medium as set forth in Claim 11 wherein said software for selecting further comprises pseudo-randomly selecting a data object ~~providing two or more data object repositories comprises software for providing a human model repository.~~

13. (currently amended) The computer readable medium as set forth in Claim [[12]] 11 wherein said software for providing a human model repository is adapted to provide repository objects selected from the group consisting of a graphic image, a video clip, and an audio clip.

14. (original) The computer readable medium as set forth in Claim 11 wherein said software for providing two or more data object repositories comprises providing an advertising message repository.

15. (original) The computer readable medium as set forth in Claim 14 wherein said software for providing an advertising message repository is adapted to provide repository objects selected from the group consisting of a still graphic image, a video clip, a web page, and an audio clip.

16. (original) The computer readable medium as set forth in Claim 11 wherein said software for selecting two or more data objects comprises software for selecting data objects based upon instant user demographic factors.

17. (original) The computer readable medium as set forth in Claim 11 wherein said software for selecting two or more data objects comprises software for selecting data objects based upon historical advertising effectiveness trend data.

18. (original) The computer readable medium as set forth in Claim 11 wherein said software for producing a composite advertisement object is adapted to perform a composite advertisement selected from the group consisting of a still graphic image overlaid on another still graphic image, a video clip merged with an audio clip, and a plurality of video clips merged together.

19. (original) The computer readable medium as set forth in Claim 11 wherein said software for providing for consumption a composite advertisement object to an instant user is adapted to use a method selected from the group consisting of transmitting said composite advertisement object over a computer network, displaying said composite advertisement, and playing said composite advertisement.

20. (original) The computer readable medium as set forth in Claim 17 further comprising software for updating said historical advertising effectiveness trend data according to subsequent instant user selection of options related to said composite advertisement object.

21. (currently amended) A system for dynamically generating targeted electronic advertisements comprising:

two or more data object repositories, said data object repositories containing a plurality of data objects indexed to target audience characteristics, at least one of said repositories containing depictions of a plurality of human models indexed by demographic characteristics of the human models;

a data object selector for selecting two or more data objects from said data object repositories based upon a given set of instant user characteristics, at least one of said selected data objects comprising a depiction of a human model having matching demographic characteristics;

a composite advertisement object renderer for combining said selected data objects to render a single advertisement data object; and

a rendered composite advertisement object provided for consumption to [[a to]] said instant user.

22. (currently amended) The system as set forth in Claim 21 wherein said data object selector is further configured to pseudo-randomly select a data object ~~data object repositories comprise a human model repository.~~

23. (currently amended) The system as set forth in Claim [[22]] 21 wherein said human model repository ~~includes depictions are selected~~ a data object selected from the group consisting of still graphic images, video clips, and audio clips.

24. (original) The system as set forth in Claim 21 wherein said data object repositories comprise an advertising message repository.

25. (original) The system as set forth in Claim 24 wherein said advertising message repository includes a data object selected from the group consisting of still graphic images, video clips, web pages, and audio clips.

26. (original) The system as set forth in Claim 21 wherein said data objects selector is adapted to select data objects from said data object repositories based upon instant user demographic factors.

27. (original) The system as set forth in Claim 21 wherein said data objects selector is adapted to select data objects based upon historical advertising effectiveness trend data.

28. (original) The system as set forth in Claim 21 wherein said composite advertisement object

renderer is adapted to produce a composite advertisement object selected from the group consisting of two overlaid still graphic images, a merged video clip and audio clip, and a merged plurality of video clips.

29. (original) The system as set forth in Claim 21 further comprising a historical data updater for updating said historical advertising effectiveness trend data according to subsequent instant user selection of options related to said composite advertisement object.